

<<会展英语>>

图书基本信息

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## 内容概要

随着中国社会经济的飞速发展，中国会展业以年均近20%的速度递增。

作为一种新的经济现象和经济发展增长点，“会展经济”已经引起了社会的广泛重视。

在中国，会展经济属于朝阳产业，但孕育着巨大的生机和潜力。

会展业对人才的需求日益增长，对从业人员的要求也逐渐提高，不仅要求从业人员具备贸易、管理、法律法规等方面的知识和解决问题的能力，还要求他们具备较强的语言能力，包括外语的运用和沟通能力。

根据中国会展业的发展现状和趋势以及会展业对人才的需求现状和趋势，我们编写了这本《会展英语》。

本教材的特点是：1.脉络清晰，职业指向性明确。

本教材的编写，从情景对话入手，培养学生的英语听说实际应用能力。

按会展行业工作流程的顺序来设计编排内容，涵盖了会展业服务和管理的的主要内容。

避免过于强调阅读、词汇、语法和翻译的学习，而是将职业技能的训练贯穿于英语学习中，使学习者感到明确的职业指向性。

2.专业性和实用性强。

在每个单元的导入部分，引入会展业相关服务和管理的关键词术语和要领；在案例对话学习中，设置具体的会话情景，并在内容上融入对相关工作经验的交流和总结，使教学与会展工作实践对接，通过对话内容，帮助学生掌握英语会话技巧，并学习相关会展工作经验和技能；课文的选择是以特殊英语（ESP）为原则，将学生即将从事的专业与语言学习相结合，通过使用英语来掌握会展专业的基本技能，特别注重选材的专业性、实用性和新颖性。

3.使用对象广泛。

本教材不仅可以作为中高等职业院校会展专业学生的教材，还可以作为有志从事会展工作的专业人士、管理人员、翻译人员的参考资料。

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## 章节摘录

Another important decision you will need to make early in the conference planning process is site selection. Early is a key word here. The more time you have to choose a site, the greater your options will be. The more options you have, the greater your ability to obtain preferred dates and negotiate with hotels and meeting facilities will be. How early should you start scouting conference sites?

That depends on the size of the conference and the number of facilities available to accommodate you in the locale you desire. 12 months is the suggested time frame in which to organize a conference. The competition for choosing meeting dates gets stiffer every year; smart planners start early. Matching Conferences with Facilities Matching your conference with the right type of facility can make a good conference a great conference. This requires some considerate planning. For example, if you are planning a lot of "free time", especially in the evening, you would not want to use a conference center that is located far away from restaurants and local attractions. You need to consider what type of facility can best serve your needs. The following is a list of facility types and the advantages of using each:

A downtown hotel in a large city with downtown attractions is a good choice when attendees are in meetings most of the day but have large blocks of personal time around lunch or in the evening.

Suburban hotels offer an alternative to downtown or airport hotels. They usually provide convenient parking at no charge and are often situated near local attractions. These hotels work especially well when many conferees will be driving to the meeting. A conference center is ideal when you are planning intensive training and need to avoid distractions. Many colleges and universities have conference facilities. Convention centers are often used for very large conferences at which conferees may be sleeping at several hotels, none of which can accommodate meeting and/or banquet needs. Any of these types of facilities can help make your conference a success if it is a good match for your meeting. When you know your audience, understand the purpose of your conference, and have planned an appropriate conference program, choosing the proper type of facility will be easy. At last, make the meeting venue and rooms reservations. Use an authorized convention credit card when booking. Don't use your personal credit card to secure the reservations, unless you know that you will not be liable for any cancellations.

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